

## **Claims**

### **What is claimed is:**

5      1. A beverage holder for mounting on a mounting surface in a desired location, the holder comprising:

a holder mount operable to mount the holder on the mounting surface,

a receiver attached to the holder mount for receiving a beverage container,

a base positioned below the receiver to support the beverage container in the receiver,

10     and

an advertising mount for display of advertising literature.

2. The beverage holder of claim 1 wherein the advertising mount is provider on the holder mount.

15

3. The beverage holder of claim 1 wherein the receiver comprises a wire construction having a frusto-conical shape.